

BRIAN OSTROFF

Graphic Designer + Creative Strategist

CONTACT@BOSTROFF.COM WWW.BOSTROFF.COM

LOS ANGELES, CA 424-241-6270

EDUCATION

May 2020 **Master of Fine Arts in Graphic Design**
ArtCenter College of Design
Pasadena, CA
GPA: 3.98

May 2003 **Bachelor of Fine Arts in Art Education, Art History, and Studio Art**
The School of the Art Institute of Chicago
Chicago, IL

EXPERIENCE

Jan 2024 **Graphic Designer**

June 2020
Activision
Remote

- Conducted visual and cultural research to create immersive environments across multiple global locations for four of the world's highest grossing Call of Duty Premium releases and multiple Warzone maps.
- Individually created 30+ designs weekly including brand logos, posters, billboards, awnings, store signage, way-finding, maps, title screens, icons using Adobe Illustrator and Photoshop.
- Created and maintained company decks in PowerPoint for monthly Town Halls and game pitches, streamlining communication for company leadership.
- Ensured compliance with copyright laws by collaborating with the Legal Department on design elements and brand naming.
- Facilitated re-branding for High Moon Studios, establishing a cohesive visual identity across print and digital platforms.
- Boosted an external and internal presence for High Moon Studios through visual research, creative strategy, designing, and overseeing print production for t-shirts, towels, travel mugs, coolers, sunglasses, flips flops, stickers, shipment packaging, glassware, posters, postcards, holiday cards, and office way-finding.
- Enhanced brand engagement by 20% through social media graphic design and copywriting for High Moon Studios.

June 2019 **Graphic Designer**

Jan 2019
ShineLA - Designmatters Fellowship, ArtCenter College of Design
Pasadena, CA

- Collaborated with a small team to design a website, a mobile application, wearable devices, marketing collateral, bulletin boards, flyers, a monthly community zine, and site-specific, environmental graphics to encourage and increase the activity of all Angelenos by 10% in preparation for the 2028 Olympics.
- Conducted qualitative research, analyzed, and implemented responses to satisfy design briefs created by Cedars-Sinai Health and Equity, Los Angeles Recreation and Parks, Garmin, and Discovery Cube museums.
- Presented iterated, strategic solutions to diverse stakeholders, aligning organizational objectives with quantifiable outcomes while integrating multiple perspectives into deliverables, ensuring comprehensive alignment with strategic goals and maximizing impact.

June 2018 **Visual Arts Itinerant**

Aug 2017
Los Angeles Unified School District
Los Angeles, CA

- Developed creative strategies and visual arts curriculum for seven economically and culturally diverse institutions, incorporating research on current systems, strategic growth, community outreach, and aligning with client goals and requirements to enhance engagement, teaching, and learning.
- Directly supervised the art and design education of approximately 750 students per week through individually tailored creative direction - encouraging holistic design systems thinking and advancing artistic skill sets.
- Employed creative problem-solving in managing budgetary constraints to develop equitable access to sustainable resources coinciding with yearly, successive lesson planning.

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EXPERIENCE

July 2017
Aug 2007

Digital Media Instructor & Visual Literacy Coordinator

Vistamar School
El Segundo, CA

- Authored, evaluated, and presented art courses in graphic design, film, and digital photography using Illustrator, Photoshop, InDesign, Premiere Pro, and After Effects for a startup, independent institution.
- Assisted in designing teacher evaluation frameworks and ensuring compliance with national accreditation standards to elevate institutional distinction.
- Collaborated with stakeholders and leadership to develop brand identity and marketing assets to amplify visibility for target demographics.
- Conducted Adobe Creative Suite training sessions for colleagues, optimizing their skills for website development, coursework creation, and book design to foster greater engagement.
- Coordinated and presented weekly Visual Literacy seminars to increase awareness of media tactics and influence.

July 2007
Aug 2005

Art Department Chair

High Tech High: Bayshore
Redwood City, CA

- Created an innovative "Art Lab" that integrated traditional and cutting-edge tools to direct individuals in the creation of authentic, user-centered art and design experiences.
- Delivered comprehensive creative strategy and implemented design systems to foster dynamic exchanges that elevated teaching and learning throughout the institution.

July 2005
Aug 2003

Visual Arts Instructor

Quarrendon Upper School
Aylesbury, England

- Collaborated with an international team to revitalize an ailing secondary comprehensive into one of England's best schools by igniting a cultural resurgence, developing sequential curriculum, and overseeing budget development.
- Managed and engaged 950 students per week through regular communication with families and administrators, time management, and application of progressive educational systems.

SKILLS

Design and Presentation

Art direction, creative strategy, leadership, collaboration, active listening, adaptability, attention to detail, qualitative research, quantitative research, graphic design, typography, print production, digital photography, teaching, painting, illustration

Software

Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Acrobat, Bridge, Media Encoder, PowerPoint, Keynote, FontLab, Glyphs, Figma, Microsoft Office, Google Suite

AWARDS & RECOGNITION

Core 77 Design Awards – Notable Awards: Social Impact Design & Sports and Recreation Design

Industrial Designers of America (IDSA) – Silver Award

Shine LA

Ruth Sackner Award for Typography and Language

Hoffmitz Milken Center for Typography (HMCT)

PreK-12 Single Subject Teaching Credential - Visual Arts

California Commission on Teacher Credentialing (CTC)

Adobe Train-the-Trainer